

LiFT

Your GenAI-Powered Coach to
Accelerate Performance at Work

Real-time actionable coaching to help you get to winning outcomes in high-stakes or emotionally-charged situations.

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Introduction to LiFT

What is LiFT?

Imagine having a world-class performance coach available around the clock, ready to guide you through every challenging business scenario. That's exactly what LiFT offers.

When you face a crucial board meeting, a high-stakes negotiation, a sensitive employee review, or a critical presentation, you can't afford to rely on generic advice or conventional wisdom. You need precise, situation-specific guidance that's immediately applicable and scientifically proven to boost your performance.

Enter LiFT — a GenAI-powered performance coaching tool.

Why settle for anything less when you can have expert-level guidance and practical training at your fingertips? LiFT is not just a tool. It is your personal leadership accelerator, lifting your performance from ordinary to extraordinary — in minutes.



"LiFT is both critical and practical. It allows me to reflect on my performance, identify areas for improvement, and develop strategies to address them in the future."



AMIT SINGLA
SENIOR VICE PRESIDENT AT
JEFFERIES

"LiFT has transformed how I interact with others, approach questions and projects at work, and choose to spend my time each day."



AMANDA LOPEZ-EDWARDS
MARKETING STRATEGIST AT
ACCENTURE

LiFT helps you create performance breakthroughs in the flow of work.

Now you can have a guide in your pocket to help you plan, prepare, and practice before high-stakes events — meetings, speeches, offsites, and more.

Over the last 15 years, we have studied the question:
What's the secret to driving performance breakthroughs?

A performance breakthrough =

Getting a winning outcome in a challenging, high-stakes situation

Gaining a positive result in conditions that most people would have written off

Advancing your agenda in a meaningful way despite resistance, constraints

How can I...?

Build trust rapidly?

Make people feel safe to speak up?

Have a win-win negotiation?

Deliver effective performance feedback?

Resolve a conflict?

Turn around a difficult relationship?

Gain stakeholder buy-in?

Inspire a dispirited team?

Win business with a prospective client?

Engage others to find a winning solution?



"LiFT has changed the way I approach important events. I see it as a 'warm up' like athletes do before a game to perform better and avoid injury. Like in sport, we need to 'warm up' our minds prior to events to think better and avoid things from going in unexpected directions."



ANDREW CONTILLO
 ENTERPRISE ACCOUNT
 EXECUTIVE AT SIGNIFYD



ARJUN THUMMALACHETTY
 SENIOR VICE PRESIDENT OF
 INTERNATIONAL BUSINESS AT
 ONELERN

“The skills of the future aren’t technical—they are behavioral.”

JOSH BERSIN

The behavioral skills needed to create high performance at work are hard to teach — and harder to master. But what if we've been searching for the answer in all the wrong places? What if high performance and exemplary leadership are less about “fixing” people by having them develop new neural pathways and more about “sparking” them by guiding them on tapping underutilized neural pathways that already exist in their brain?

Across fifteen years of scientific research and field-testing at Columbia Business School and Mentora Institute, we've developed a simple and intuitive method — Inner Mastery, Outer Impact — for people to achieve high performance at work, in the crucial moments that call for it by:

- Approaching it not as a trait to be acquired but as a state to be activated
- Shifting their focus from learning on the sidelines to leading in the flow of work

This work is the subject of our founder Dr. Hitendra Wadhwa's pioneering article, *Leading in the Flow of Work*, the cover story in Harvard Business Review's Jan 2024 edition.

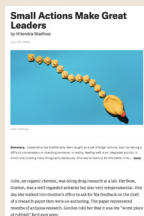
At Mentora, we have developed a path-breaking GenAI-powered performance coaching tool, LiFT, that anyone can use to generate immediate and tangible gains in performance.



The distinctive model for driving performance improvement that forms the foundation of LiFT has been covered in leading media.



Learning leadership from the inside-out
FINANCIAL TIMES







Small Actions Make Great Leaders
Harvard Business Review



How can I become a more empathetic leader? Practice, practice, practice
FAST COMPANY

A Trusted — and Much-Loved — Tool

LiFT is highly rated by executives in major organizations

		
	Gartner.	accenture
Jefferies	Scotiabank.	Bloomberg
Google	amazon	<i>Wilton Re</i>
BBC	SAP	IBM



"It's a common organizational practice to evaluate people along a bell curve, rating every individual as a low, average, or high performer. In fact, each of us is the whole bell curve."

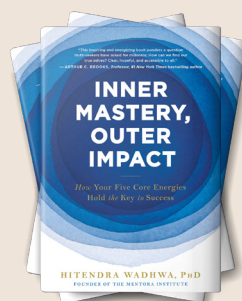


"The [5 core] energies and [25] actions are like a standardized set of building blocks...their use can help radically simplify competence-focused training."

"In a cross-organizational study [...] more than 100 executives who adopted leadership-in-flow saw their ability to achieve successful outcomes rise by an average of 135% within six weeks. Our findings reveal that people have an innate capacity for exemplary leadership far beyond what many realize."

"Our research shows that executives who are experienced with leadership-in-flow can tune in to the energies in the room [and] see situations both from the high-level, five-energy perspective and from the more-nuanced actions perspective; and can transfer their ability to harness the core energies from one context to another."

"Across all the exemplary leadership moments we studied, people consistently used a small set of [25] actions to tap into one or more of these five energies. The actions were swift and straightforward, often taking just seconds...By taking these actions, leaders can break free from rigid behavioral scripts."



Based on the tenets of exemplary leadership from Dr. Hitendra Wadhwa's critically acclaimed book.

Key Features

LiFT creates performance breakthroughs in the flow of work — in real time and on demand.

Overcome the limitations of conventional training and go from ordinary to extraordinary with just 10–15 minutes of prep.

With LiFT, you get access to:

Personalized, actionable guidance from an on-demand AI-powered coach.

Concrete action-steps based on pioneering research at Columbia Business School and Mentora's field-tested methodologies.

Mindset coaching for all your important events—a scientifically proven way to enhance performance outcomes.

A safe space to prepare for real-world crucial conversations through **simulated role-play dialogs with fast-feedback for you.**

Custom 5, 10, and 15-minute preparation plans with intention-setting, action-review, and meditation to help you center, prepare, and focus on your goal.

Tangible performance metrics to help you assess your behavior and stay on track.



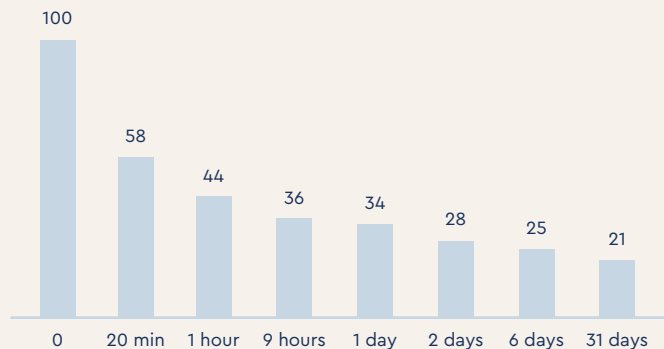
Why LiFT Works

The challenge with traditional leadership training

Despite the staggering \$3.5 billion spent each year on training, developing new skills continues to remain a hard undertaking — with limited evidence of impact. That's because training by itself never suffices.

The Forgetting Curve

If new information isn't applied, we forget 42% of it in 20 minutes and 75% of it after just 6 days.



The Neuroscience behind LiFT

To gain mastery over new behaviors, we need to create new neural pathways in our brain. This requires effortful practice and repetition, which very few of us are able to dedicate the time and energy for. In contrast, LiFT lifts your performance with very little effort or time required, because it guides you to utilize neural pathways that already exist in your brain. Using existing neural pathways is much easier than building new neural pathways from scratch.



LiFT improves your performance as soon as you start to use it.

"I was surprised to see how someone who is considered a difficult employee opened up when I practiced the actions LiFT recommended. That conversation was completely unexpected, and I think I have strengthened my relationship with him."



GAUTAM KUMAR
SENIOR MANAGER AT CAPITAL ONE

"This process is very impactful. Your brain wants, needs, and benefits from knowing where you want to go in any situation and will subconsciously create the conditions to create it. LiFT allows you a way to formulate thoughts on purpose that will serve you well."

SENIOR VICE PRESIDENT, GARTNER

"In a high-level negotiation...to my surprise, I was met with the exact openness and friendliness I had led with."

CHIEF COMMERCIAL OFFICER,
TECHNOLOGY COMPANY

"Even a 2–3 minute prep with LiFT allowed me to plan and declutter my thoughts of the past and of the individuals I was going to meet with, which then reset my emotions to positive or neutral. This has tremendously impacted the outcome of my interactions."



PRANAV RADHAKRISHNAN
DIRECTOR OF OPERATIONS AT NOVARTIS

LiFT for Organizations

Mainstream L&D initiatives often do not create the space for people to do fast experimentations, learn at the time of need, safely make mistakes, and grow themselves over time

That's what makes LiFT stand out. It is designed to seamlessly integrate into a professional's work flow, advancing their skills on-demand and in real-time, in simple, small steps



Here are common challenges organizations face in lifting performance—
and how LiFT closes these gaps

COMMON CHALLENGES	HOW LiFT ADDRESSES EACH CHALLENGE
<p>1. Employees often display resistance to new practices and behaviors</p>	<ul style="list-style-type: none"> a. Guides people to use familiar actions b. Coaches people on activating a high performance state, not on developing new traits c. Offers mindset coaching to shift people's attitudes and make them more likely to attain their goals
<p>2. Busy schedules make it challenging for employees to find time for training and practice to build new skills</p>	<ul style="list-style-type: none"> a. Recommends quick actions that only take 5-7 seconds each to execute b. Offers guidance at the time of need
<p>3. It is often very expensive for organizations to invest in training all employees on lots of competencies</p>	<ul style="list-style-type: none"> a. GenAI-powered platform offers affordable pricing in comparison to traditional forms of coaching and training b. Radically simplifies learning by offering 25 actions that can be mixed-and-matched to create 8 million+ behaviors.
<p>4. One-size-fits-all training ignores the fact that different employees have different learning preferences and different operating styles</p>	<ul style="list-style-type: none"> a. Employees are in control of what they learn, and when and how they learn b. Personalizes the actions employees are recommended
<p>5. Mainstream trainings are often generic, and do not address the specific context in which an employee is placed</p>	<ul style="list-style-type: none"> a. Guides each individual to the right actions based on their specific context and goal b. Gives employees context-specific guidance c. Provides fast-feedback simulations for practice

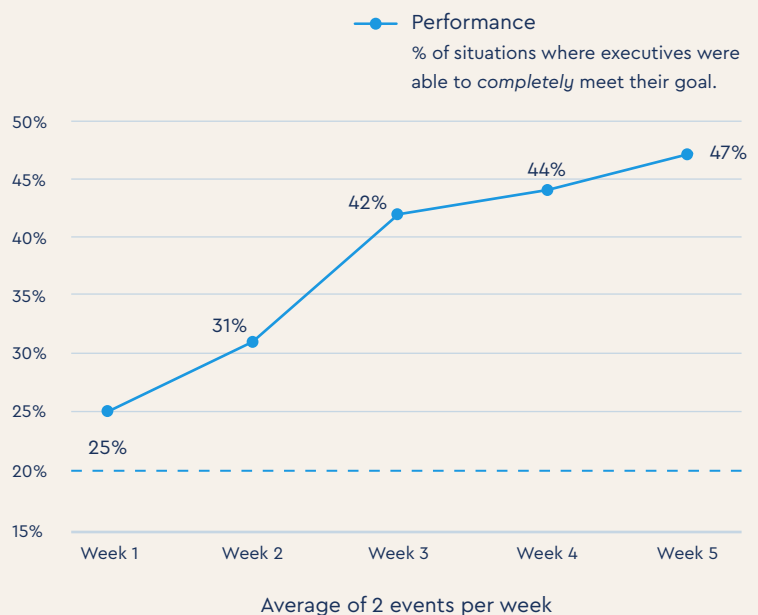
LiFT is a practical solution for organizations committed to creating a culture of continual growth and innovation. It bypasses the limitations of conventional training and offers an approach that fluidly aligns with the rapidly-evolving needs of modern-day organizations.

The ROI on LiFT

LiFT delivers an immediate and tangible boost in performance—which grows with every use

**Our Performance Stats—
based on our study of
100+ executives across
40+ organizations,
published in Harvard
Business Review Jan 2024**

1. Using LiFT, executives *mostly or completely* achieve their performance goals **80%** of the time.
2. LiFT delivers an immediate average boost of **20%** in achieving performance goals. This grows to **135%** over time after ten uses.
3. Executives gain a **200%** (or a 3X) boost in performance when they use LiFT for 6+ minutes to prepare for high-stakes situations.
4. **100%** of executives find LiFT very valuable to plan and prepare for challenging situations at work and in life.
5. Executives' performance **rises steadily** with the repeated use of LiFT, even as the goals they work toward keep changing, as seen in the graph below.



LiFT helps you overcome the barriers to high performance

Through extensive research, we have identified six ways in which people often limit themselves from achieving their goals by ignoring or miscalculating the human dimension. They:

1. Do not have a clear goal.



"The structured approach of planning, practicing, and reviewing events has helped me become more intentional and mindful. It has significantly enhanced my ability to navigate various professional challenges, offering a practical tool for effective leadership."

VINEETH GOGINENI, MANAGER AT BAIN AND COMPANY



"Pausing and preparing for events is transformative. It allows me to mentally 'reset' and focus on the goals I want to advance, which has a ripple effect on how others perceive me."

SUNNY INTWALA, CARDIOLOGIST AT NUVANCE HEALTH

2. Make limiting assumptions about what is possible.



"LiFT is especially valuable as a reset button to ensure I'm not carrying over any limiting beliefs or poor attitudes from one situation to the next."

ANDREW CONTILLO, ENTERPRISE ACCOUNT EXECUTIVE AT SIGNIFYD



"By using LiFT, I felt more at ease, compassionate, and thoughtful. I was willing and also capable of approaching each event with genuine curiosity and appreciation for the other party's perspectives and priorities, which led to a greater likelihood of reaching a win-win agreement."

LAUREN FLANAGAN, DIRECTOR AT BNY MELLON

3. Are unaware of the full range of actions they can choose from.

"It was most helpful that LiFT suggested combinations of actions depending on the event and situation. This is my favorite feature and made the preparation easy and much less burdensome."

VICE PRESIDENT OF STRATEGY AT A HEALTHCARE MARKETING AGENCY

"I found LiFT to be extremely helpful when selecting my actions as it gave me ideas that I would not have generally chosen. It opened my eyes to see situations and behaviors in a new light. It is often easy to lean into old habits — but by using the actions that LiFT recommended, I was able to expand my toolkit and be more open."

SENIOR ACCOUNT EXECUTIVE AT SAP

4. Misunderstand how they land on others.



"LiFT helps you plan how to address the higher emotional/human side of any interaction. I see now that you are only able to really make progress if you appeal to people's values, and see the situation from their perspective."

WILLIAM CLARK-LOWES, SUSTAINABILITY INVESTMENT BANKER



"LiFT has transformed my approach to leadership and interpersonal interactions. It has emphasized the importance of positive intentions, empathetic actions, and building deep relationships to drive better performance and impact."

CANDACE GE, HEALTHCARE FINANCE EXECUTIVE, CIT

5. Are stressed and triggered at key meetings and decision-points.

"I tend to get anxious and uptight before events I believe are important. LiFT has helped me be more relaxed and comfortable going into the event, allowing me to settle quickly and focus on the task at hand."

CHIEF INVESTMENT OFFICER AT AN OIL & GAS COMPANY

"LiFT helps me get in the right headspace, calm any anxiety, and feel very relaxed. This helps me focus fully on the other person and be 100% present, which is useful in driving positive and productive results."

OFFICER IN THE U.S. NAVY

6. Aren't fully present and adaptive to the unfolding dynamics.

"I listened more deeply, was curious and asked thoughtful questions, was flexible and embraced change, and was motivated to build trust and a safe space."

PORTFOLIO MANAGEMENT AND INVESTOR RELATIONS EXECUTIVE



"I entered each event with a positive mindset and a strong sense of what success could look like. I felt comfortable, prepared, and open to adapting and pivoting as needed."

KHARY POWELL, SENIOR MANAGER AT EY

Testimonials, Case Studies & User Stories

Testimonials

"The process of setting clear goals through LiFT helped me articulate what I aim to achieve and offered me clarity and direction. I found that my communication skills improved and I was able to better convey my ideas and connect with others. It also helped me build a mindset of continuous personal growth."



VINEETH GOGINENI
MANAGER AT BAIN AND COMPANY

"I tend to overcomplicate things, which is where the positive intentions LiFT helps you set have been so useful. Whenever I would feel overwhelmed, I'd remind myself of my positive intention, and immediately feel re-centered. This has completely transformed my interactions with others."

ACCOUNT EXECUTIVE, BBC

"The actions LiFT recommended were a definite highlight for me. The Gen-AI integration helped kickstart my thought process for setting a positive intention, and I was truly impressed with how comprehensive the action-plans it created were. This led me to fully embrace LiFT's coaching, without needing to alternate actions."



BRAD COLLINS
SENIOR TRADER AT VANGUARD

"Each event felt more intentional. I was proactive in how I positioned my thoughts, reflecting on my role and how my interactions with others affects the success in achieving our agenda. This helped me have more authentic engagements with those around me, and I was able to achieve more satisfactory outcomes."



OLIVIA PACKENHAM
STRATEGIC PARTNERSHIPS AT GOOGLE

"I was amazed at what an extra fifteen minutes of preparation could do and also what a focused effort to calm my mind and find a positive intention could help me achieve. I prepared for several difficult conversations using LiFT, and was able to bring a positive mindset to them. This, in turn, helped the other party feel my positive energy, which worked to diffuse the tension quickly. The more I practiced, the more I was able to see the upcoming conversation in my head—and was much more successful in pausing and keeping a check on my emotions when the conversation actually happened."

SENIOR VICE PRESIDENT, COMMERCIAL REAL ESTATE AGENCY

"The improvement in my performance was only a side-effect. LiFT helped with so much more—it helped me focus, be present and aware, and reconnect with my inner core. I truly believe it is a great help on a personal and spiritual level as it helps connect parts of our life that might seem disconnected."



JUAN CORTES ACRA
COO AT PROAGRO SEGUROS

"I was surprised by how remarkably effective I was at achieving my goals when using LiFT. It is now evident to me that the approach LiFT uses has a significant impact on performance. I also felt that I was not only presenting my best self to others, but also encouraging the best in them."

PARTNER, PRIVATE EQUITY FIRM

"One of the greatest takeaways from pursuing my goals using LiFT is how my mindset shifted. I found that it added value not only toward my performance—but also to my overall well-being."



LAUREN FLANAGAN
DIRECTOR AT BNY MELLON



Case Studies

Note: The names in these stories have been changed to maintain confidentiality.



Lisa Wins Her Manager's Support

Lisa wanted to get her boss' support to initiate a new program around AI and personalization at work. She was a passionate person, and could get a bit strong-headed. This historically put her boss on the defensive and made him resist her proposals.

This time, she used LiFT to plan for the conversation and internalized the actions it recommended. This helped her in the meeting to draw out and understand her boss' perspective and keep herself on an even keel. Given how calm she was, her boss confided in her about an influential executive who was resistant to AI. Together, they came up with a strategy for how best to gain top leadership approval.

"LiFT stopped me from being so emotionally reactive," Lisa later reflected, "I then found myself much more able to make him a partner in advancing my proposal."



Rob Fosters Trust Between Teams

Rob was leading two teams on a critical project. He soon realized that these teams weren't working well together — prior meetings had ended in disagreements and previous attempts by others at getting them to collaborate had fallen short of expectations. It was now up to Rob to turn this dynamic on its head.

This was Rob's goal as he used LiFT to prepare for a meeting with the two teams. He reviewed the actions and set up a positive intention for the meeting. He started the meeting by inviting each person in the room to talk about how they saw the problem. The energy in the room began to shift, with everyone perhaps for the first time listening to what others had to say. Then, based on LiFT's guidance, he identified and highlighted the common ground in everyone's perspectives, setting the stage for him to bring them all under a unified vision for what to achieve.

"This left the group feeling empowered and motivated," Rob shared. LiFT also helped Rob build trust between the units, and they finally came together to work as one team.



Maggie Resolves a Conflict

Maggie was working on a highly complex project with Robin, who reported to her. They had recently exchanged some heated texts about certain actions Maggie felt Robin had not taken on time, given that they were facing a strict two-week deadline. As Maggie prepared to meet Robin, she realized she needed to move away from what she was feeling. She dearly needed Robin to be fully invested in this project and there was a risk that their argument could leave them feeling divided.

LiFT guided Maggie to focus on building a human connection with Robin—learning more about her life story. This led to Robin becoming more honest with the challenges she was facing that were hindering her performance. Maggie too opened up about the pressure she was facing to deliver results on a tight timeline. They aligned on next steps to get the project to a good place. They had never had this kind of an open exchange before.

"I walked out feeling Robin was a wonderful person," Maggie shared, "and this lesson that LiFT helped me learn is something I will keep in mind if ever tensions are triggered again in the future."



Ali Breaks Out of a Negative Spiral

Ali, an Asset Manager in a private equity firm, was grappling with a peculiar challenge. One of his subordinates, Sam, was too thorough with his work—to the point of being ineffective and inefficient. Ali had tried to address this issue on three separate occasions, but to no avail. "We were in a vicious cycle of me identifying the issue, Sam getting defensive, our tempers mildly flaring up, and the issue remaining as is," he shared. He now prepared to meet with Sam a fourth time.

Using LiFT, Ali established a positive intention to engage with Sam in a better, more patient way. Based on LiFT's guidance, he decided to start the conversation with inquiry to find out what was causing Sam to behave in this way. The conversation took a completely unexpected turn—Sam opened up about how he had grown up with a strict parent who accepted nothing short of perfection from him. They connected, truly listened to each other for the first time, and came up with a plan to optimize the quality of Sam's work.

"The biggest breakthrough that LiFT got for me," Ali shared, "was that we now understood each other—a giant leap from before."

User Stories

Read how our users have LiFTed their performance — in minutes...

LiFT helps you boost your performance in the moments that matter.

Now, you have a guide in your pocket to help you plan, prepare, and practice before high-stakes events — meetings, speeches, offsites, negotiations, and more...



LiFT Helps You Manage Differences

1

RESOLVING A CONFLICT WITH A BUSINESS PARTNER

"I was in conflict with a business partner and set up a meeting to try and recover the situation. Prior to starting the business, we had agreed on a set of goals and targets, but overtime, this partner seemed to change his mind and pursue goals outside of our agreed-upon agenda. I had tried to express these concerns before, but I wasn't able to because my emotions got the better of me.

LiFT helped me identify my triggers and negative thoughts. It then suggested a set of actions for me to use in the conversation, and guided me to set a positive intention for it.

In the meeting, I directed my emotions in a way that worked for both of us. Moreover, I approached the situation with a sense of positivity about the possibility of conflict resolution. I appealed to my business partner's values — which helped us set some common values and purpose for the business. These actions helped us arrive at a perfect agreement — and most importantly, **we both understood each other and found a way to turn around the situation.**"

DIRECTOR AT A CONSULTING FIRM



Taking a Co-Worker on a Hero's Journey

That's exactly what I did in this conversation. I noted that we have a big uphill battle this quarter, but that the co-worker has all the capabilities and knowledge needed to help us get to the finish line in a stressful year-end closing.

The co-worker walked away from the meeting feeling **empowered, supported, and inspired**. They'd been very motivated since the meeting, and were a great teammate to their colleagues."



ILYA WEINSTEIN
VICE PRESIDENT AT BELLWETHER ENTERPRISE REAL ESTATE CAPITAL, LLC

#2

PRESENTING A DIFFERENT PERSPECTIVE TO A BOARD MEMBER

"I was about to attend an important meeting with my CEO, a board member, and a potential investor. The board member and I had different perspectives on how to position ourselves to the investor.

Because of the board member's seniority, I would have found it difficult in the past to have my point of view heard. I did not want this meeting to go down the same path, which is why I used LiFT to help me prepare for it.

After doing the meditation LiFT suggested, I was in a calmer-than-usual place. This made me realize how stressed I had been about making myself heard — to the point where I was not focusing on the other good aspects of this meeting.

With LiFT's help, I entered the meeting with a calm stance. This put me in a better place to offer input thoughtfully and respectfully, which everyone on the call appreciated. **To my surprise, the board member changed their long-held position mid-sentence!** We ended up closing the deal in that meeting. I couldn't help but think of all the meetings we enter every day not being our best self. **All I needed was a quick preparation session with LiFT to regain my confidence and drive impact in the meeting."**

COMMERCIALIZATION PROFESSIONAL AT A PHARMACEUTICAL COMPANY

**Bringing a Fractured Team Together**

"I used LiFT to prepare for a kick-off due diligence meeting for an acquisition. The meeting was with a large number of stakeholders, including our client, our client's lawyers, financial and tax due diligence teams, the seller's investment bankers and management team, and vendor due diligence teams. The biggest challenge at the meeting was to bring all these stakeholders up-to-speed and into agreement regarding an intense period of due diligence. These were people who had considered themselves to be on opposing sides so far, but now had to work together.

My goal was to aid communication and collaboration, and empower all voices in the room. LiFT guided me to think about each individual — what were their aims and concerns? Was there any common ground I could find with everyone? What ambitions and fears did my client have? Could I address these by appealing to the seller's values? Finally, LiFT recommended that I create the right frame and bring the whole team together around the shared goal of signing the deal.

This preparation completely changed my behavior. I spent time focusing on the 'softer' points of the meeting. Rather than simply going through the agenda, I addressed everyone individually and brought them on the same page. **People looked at me as someone who was guiding the team,** rather than a simple cog in the wheel. **I grew into the role of a leader** far more than had I simply focused on my tasks."



WILLIAM CLARK-LOWES
SUSTAINABILITY INVESTMENT BANKER AT ORBIS ADVISORY LTD.

LiFT Helps You Master Crucial Conversations

#1

GATHERING SIGNIFICANT DIVIDENDS FROM A LOW-PROBABILITY CONVERSATION

"This meeting had a challenging backdrop. We were looking to potentially invest in a company. To understand the dynamics of their business, product innovation, and market layout — and to understand how to best advise and position them — I set up a call with one of their competitors. I wanted to gather as much information as I could while being earnest and appreciative of their time.

I knew how important it was for me to organize my thoughts and objectives, so I used LiFT to help me prepare for this meeting. I put together a roadmap, and set an intention to mindfully tune in to what the other person had to say. With LiFT's help, I was also able to shift myself into the right mindset before the meeting.

This preparation was a game-changer. It changed my tone and body language, which invigorated the person I was meeting with and **made him more pliable to giving me his best insights**. It reminded me of William James' words — that 'the deepest principle in human nature is the craving to be appreciated'. This quote is now on a post-it on my desk. **I learned how using the right actions and being in the right mindset gathered me significant dividends from a low-probability meeting."**

EXECUTIVE AT AN INVESTMENT FIRM

#2

PRESENTING ONESELF AS A POTENTIAL LEADER

"The Director of R&D at my firm suddenly resigned after some employees raised their voices against his management style. I had only been with the company 7 months, but felt confident that I was a good alternative for R&D leadership at the company. I arranged a meeting with the CEO, and used LiFT to prepare for it.

I set an intention for the meeting for me to help the CEO gain confidence that I was a viable candidate for this leadership role without coming across as though I was taking advantage of the situation or being pushy.

Going into the meeting, I used Forge Common Purpose to remind the CEO of our overall marketing goal, and Solicit Advice to get the CEO's guidance on how we, as a company, could resolve the issues and move forward on our goal. I then used Anticipate, Assess, and Adjust to highlight key risks, and Practice Humble Confidence to offer my ideas and suggestions and to reassure the CEO that I was comfortable with all the marketing projects underway. As the meeting was ending, **the CEO asked me to prepare to assume leadership** as he wasn't confident the other Director could be counted on for leadership. **It was my most successful meeting in my seven months at the company."**

SENIOR EXECUTIVE AT A BIOTECHNOLOGY FIRM

LiFT Helps You Master Emotions

#1

OVERCOMING A DREAD OF PUBLIC SPEAKING

"I was asked to present in front of 100+ colleagues at my company's monthly Marketing Town Hall. This triggered immediate dread for me. I have a fear of public speaking, and had never done so in front of such a large audience.

Consequently, I chose to use LiFT to help me prepare for this event. My goal was to build my confidence, and I used affirmations that inspired me to bring my best self to the presentation. In the morning, before the Town Hall, I carved out time to do the meditations LiFT recommended, which helped me internalize the actions I was going to leverage that day. This helped me turn the negative emotions I was experiencing — stress, anxiety, fear — into positive ones and enter the day with confidence.

When it came time to present, the unthinkable happened. I experienced some technical issues which required me to speak off-the-cuff, without my notes. To my surprise, this did not phase me. I fell into a flow and finished my presentation on a strong note. I was complimented by several colleagues on my performance — and more importantly, I was able to walk away feeling empowered because **I'd been able to overcome a situation that normally provokes significant anxiety for me.** The Marketing Leadership Team **invited me to present the deck to the entire organization**, which was the validation I needed to prove that taking the actions prior to this meeting helped me be even more successful than I thought possible.

This experience proved to me that with the right preparation, we can take our negative experiences, emotions, and thoughts and turn them into positive outcomes."

SENIOR MANAGER OF CONSUMER INSIGHTS AT A FITNESS-TECHNOLOGY FIRM

#2

PREPARING FOR A SURGERY

"I used LiFT to help my family prepare for my daughter's surgery. I knew it would be an emotional event, not only for my daughter, but for me and my wife as well.

My goal was to manage mine and others' emotional stress. On the morning of the surgery, before we drove to the center, I did the meditations that LiFT recommended and used the actions it had guided me on. This paid off well, and **I was able to help my wife, who was feeling quite anxious, feel calmer, while also keeping my own emotions in a balanced state.**

The whole day was a major success — especially in the case of my daughter. The doctors said she was **the calmest patient of the day!**"

C-SUITE EXECUTIVE AT A LARGE FINANCIAL SERVICES FIRM

LiFT Helps You Build Relationships & Trust

#1

CREATING THE RIGHT FIRST IMPRESSION ON A NEW TEAM

"As part of a new role in the Regional Leadership Team, I was going to attend a two-day workshop. This would be my first time meeting others from the team, and I wanted to use it as an opportunity to establish relationships and present myself as a strong and capable team member.

LiFT recommended that I prepare to use a few key actions to help me achieve my goals. It gave me specific guidance on how I should connect with my peers at a deeper level, and be a calm and confident presence within the group.

When I met my peers, I was careful to give my full attention to them and what they were saying. I also shared what I knew about them and their business in our interactions, highlighting the positives to build a good rapport. I made it a point to speak when I had something to add and contribute — and did so in a calm and structured way. When I was saying goodbye at the end of those two days, **I was surprised by the warmth I received from my new colleagues** — some invited me to visit their teams onsite, while others gave me a hug or shook my hand with regard. Upon reflection, I realized that by taking a personal approach to building relationships like LiFT suggested, instead of my typical work-based stance, **I was able to create the support I needed to succeed at my new job."**

REGIONAL HEAD OF PROCUREMENT AT A TERMINAL COMPANY

#2

FOCUSING ON THE HUMAN DIMENSION

"I was going to meet with a former client who'd recently left her job and moved to the southwest. I reached out to her not because I thought she could drive a commercial outcome for us, but because I wanted to set up a full slate of meetings for our company's President, and thought this former client could help. While I was grateful that she accepted, I initially did not put much thought into it because the stakes were low.

Before the meeting, however, I decided to try to see what recommendations LiFT would give for this meeting. The prompts LiFT offered forced me to re-think my strategy for the interaction. I put myself in this client's shoes — she had just left her job and moved to a new city. She was an investor, with an impressive and long career, but did not at present represent any pool of capital. This little exercise made me change my approach to the meeting.

Instead of asking for her help, I asked how we could help and support her in this time of transition. I led the conversation with love, empathy, and gratitude, shifting my perspective from viewing her as a former client to a human being who was entering what I imagined to be a challenging chapter in her life. The conversation lasted two hours, double the time we'd booked. She was so appreciative I reached out. As we concluded, we asked in passing if she could refer us to a new client. **She could not have been more willing to help. I'm not sure we would have gotten to that outcome if it weren't for LiFT."**

SENIOR VICE PRESIDENT AT AN INVESTMENT MANAGEMENT FIRM

LiFT Helps You Manage Performance & Growth

#1

TURNING AROUND A HOSTILE TEAM

"I needed to meet with a team that was hostile and resistant to a set of changes introduced across the organization. It was clear to me that this meeting could either help take us leaps forward or set us back considerably.

With LiFT's help, I prepared to use the actions of Grow from Adversity, Embark on a Hero's Journey, Anticipate & Address Challenges, and Disarm. As planned, I started the meeting by disarming the situation with some humor and honesty. Then, I acknowledged how hard these changes must be for them — after which I reframed the situation as an opportunity to grow and learn, and assured them that there would be no blame and that each of them would get the support they need to learn. These actions helped me show this team how much I appreciated their efforts.

This was a complete game-changer! The team relaxed, asked great questions, and the energy only improved every day. **I felt like I was able to connect to each one of them. This was one of the most incredible meetings I've ever had."**

MANAGER AT A CONSUMER PRODUCTS COMPANY

#2

REACHING A BREAKTHROUGH WITH A DIRECT REPORT

"I was grappling with a peculiar challenge at work. One of my subordinates — an extraordinarily sincere person — was too thorough with his work, to the point of being unproductive. The work we produce is meant to be brief, but pointed. Any excessive details, long-drawn explanations, and indecisiveness are antithetical to what we need in this line of work. I had tried to address this issue thrice, but to no avail. We were in a vicious cycle of me bringing up this issue, him getting defensive, our tempers mildly flaring up, and things remaining as is. I had now scheduled a fourth meeting to resolve this issue, and used LiFT to help me put together an action-plan for it.

While preparing for this meeting, LiFT guided me to visualize what went wrong the previous three times I had this conversation. Then, it helped me visualize a better, more serene way of having this conversation — in a more understanding, positive, and patient way.

The tools from LiFT helped from the get-go. I was already mentally prepared for what was to come. To my surprise, the conversation took an entirely different — and personal — turn. The subordinate divulged details about growing up with a very hard taskmaster of a parent who expected nothing less than perfection. He had, I realized, been trained from his childhood to forego 'good' in the pursuit of 'perfection'.

We both truly listened to each other for the first time, instead of speaking over the other as had happened the previous three times. **The biggest breakthrough for me was that we now understood each other — a giant leap from before.** This person got where I was coming from and why my expectations were shaped the way they were, and I understood why this person acted the way he did. **We then came up with a better way to streamline workflows and optimize the quality of work."**

MANAGER AT AN INVESTMENT FIRM

ABOUT MENTORA

Mentora Institute is a global leadership development and organizational transformation group headquartered in New York. Mentora is committed to helping its clients evolve into inspired organizations where people in all roles and all moments achieve breakthrough performance by bringing out the best in themselves and the best in others in the pursuit of a noble purpose.

Mentora is applying the science of human potential to develop extraordinary, mission-driven leaders and cultures. Its unique approach is informed by the latest scientific findings, studies of great changemakers and movements in history, and experiments run at Mentora Labs, and is built upon the award-winning research and teachings of its Founder Dr. Hitendra Wadhwa, a professor at Columbia Business School and author of ['Inner Mastery, Outer Impact: How Your Five Core Energies Hold the Key to Success'](#).

Mentora works with clients to create sustainable and measurable improvements in performance via consulting to the C-suite, co-design of culture-building initiatives, transformational learning experiences, and tools for driving step-by-step improvements in performance. Mentora's strong team of experts has proven track records in behavioral research, corporate leadership, people analytics, and cultural transformation.

To inquire about how you can bring Mentora's consulting, training, or LiFT platform to your organization, do reach out to us at **contact@mentora.institute**